

We believe that regular publication of the K marter as an integral part of your marketing strategy is good for your customers and good for the company.

It is a supporting activity with the same economic justification that management gives to such other intangibles as attractive store design, better store personnel and the K mart guarantee of satisfaction.

The K marter creates a new and substantial increment of advantage over competition. Our editors can help you to exploit it to the utmost.

*Will Lonnielly*